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Abstract:

India the seventh largest country in the world has one of the oldest civilizations almost over 5000 years old. A country known by different names like Bharat, Bharatvarsh and Hindustan, India is a country with probably the largest and the most diverse mixture of ethnic groups of people. The most two significant groups that separate India are the Aryans the inhabitants of North India and Dravidians the inhabitants of South India. India is a country with diverse and varied culture and believes in the concept “Atithi Devo bhava” meaning “Guest is God” and thus guest is given due respect and regard and treated with ultimate hospitality. These three words define our culture and showcase our hospitality. India is a land of beliefs and religions, customs and traditions, saints and scholars, gods and goddesses, customs and cultures, languages and dialects, beauty and purity. It is a land of festivals, fairs and celebrations. It is a land of taste, flavour, aroma, spices, curries and amazing cuisine. Indian cuisine offers an extravagant platter with numerous delicacies. Celebrating various festivals like Onam, Baisakhi, Diwali, different beliefs like Dhyana, faith in strength, karma, cyclic nature of life, and detachment etc. includes Indian culture. Apart from this there are other elements like clothing, ethics, customs and rituals, art and crafts which are also a part of Indian culture. India is a country where numerous religions, unique cultures co-exist and hence the country is well known throughout the world for “Unity in Diversity”.

Keywords: Culture, Preservation, Promotion, India, Indian Culture

1. Introduction

Indian cultural heritage dates back numerous centuries. Our culture and traditions are embedded in us and are an inseparable part of ours. Our inheritance is recognized for its immensity. It comprises of our monumental and cultural heritage. It also includes literature, and other works of art. We have valued our culture and tradition since the beginning and have preserved them beautifully for future generations. Several castes, religions, and creeds people reside in our country. Specific customs and traditions are been followed by each of these castes and religions. The culture is followed with firm faith by all religious group which has deep original roots. Each religion has its own set of festivals, dance forms, music, and various other art forms, and each of these has its own charm. The beauty of our culture is that we not only have respect for our heritage but also show respect for other religions. Besides, we also have a



magnificent monumental heritage. Most of the beautiful structures built by the past rulers still stand tall and exhibit our royal past. We take pride in our heritage. India is referred to as one of the world's most culturally enriched countries.

2. Background of Study

India has a rich and diverse Culture and heritage and is prominently known as a Cultural Tourism destination. Cuisine is an integral part of Culture. Hence, the term Culinary tourism has evolved as the essence of any destination, be it in India or a global one. Culture of a destination is largely associated with its Cuisine, apart from other components, like, Religion, language, rituals and customs, fairs, festivals, costumes, fine art, performing arts, textiles, handicrafts, etc. Right from Jammu & Kashmir upto Kanyakumari, each State of India boasts of a special regional cuisine, which forms the Cultural ethos of the state. The Cultural fabric of any state or region in India is predominantly defined by its cuisine, as a touristic experience is based on his culinary journey, which leaves an imprint on the tourist's mind and taste buds. All the sensory elements are aroused by food; like, taste, colour, smell / aroma, texture and overall appearance of the dish. An apt example on Culinary tourism and Culture is of Maharashtra, the third largest state in India, which is spread over its various districts, cities and villages. The spicy, delicious flavor of Tambda and Pandhra Rassa and Misal-pav of Kolhapur; steaming Modaks, Sol Kadhi, rice and fish dishes of Konkan; street foods like, Pavbhaaji and Wada pav from Mumbai ;Malwani Kombdi wade and chicken curry; Varhadi and Saoji cuisine of Vidarbha; Poli, Puranpoli, Pithla- Bhaakri and Thalipeeth from rural parts of Maharashtra etc.

Maharashtra is also famous for its ancient historical and cultural heritage, with the Forts of Shivaji, Palaces of the Royalty, Krishna and Godavari rivers, Sahyadri ranges, the World famous UNESCO Heritage site of Ajanta and Ellora Caves in Aurangabad, etc. This rich cultural uniqueness brings inbound and domestic tourists to various parts of Maharashtra. Similar examples of Culture and cuisine being inter-twined can be cited taking illustrations from each and every state of India. This reflects the varied cultural diversity which is non-existent in any other part of the globe. Thus, Culture and Cuisine go hand in hand in promoting a touristic destination. Both are interconnected. Authentic Cuisine helps in preserving the ethnic local culture of the place, which, in turn, helps in promotion of the local cuisine. This will result in Sustainable tourism for the future generations of local communities who will gain from the economic benefits resulting from promotion of local and regional cuisines. A desire in preserving and protecting the values, beliefs, customs, rituals and tradition is cultural preservation.

3. Preserving our Food-Indian Cuisine

Food in India is an identity marker of caste, class, family, tribe, ethnicity, and increasingly of secular group identification. People also connect to their cultural or ethnic group through food patterns. Food is often used as a means of retaining their cultural identity. People from different cultural backgrounds eat different foods. The areas in which families live and where their ancestors originated influence food like and dislikes. Traditional cuisine is passed down from one generation to the next. It also operates as an expression of cultural identity. Food culture can be defined as habits, rituals, practices, belief systems, values, lifestyle, traditions, and customs centered around growing, producing, procuring, cooking, eating, serving, and celebrating food. Cultural foods, also called traditional dishes represent the traditions, beliefs, and practices of a geographic region, ethnic group, religious body, or cross-cultural community.

• Food and Identity-Shaping up of Indian cuisine

Food (Sanskrit- bhojana,Hindi- khana,Tamil- shaped, Marathi-Anna or jevan) presents a way to understand everyday Indian culture of different states in India.Indian cuisine has been influenced a lot



from the earlier eras. Food history in India is as ancient as perhaps the creation of man. The ancient era, the medieval era and modern era saw the booming of different religions which marked influence on cuisine in different parts of the country.

- **Impact of seasons on Indian food**

In ancient India it was believed that the food to be eaten should be chosen according to the four main seasons of the country, particularly in the areas where seasonal variations in the climate are extreme. The four main seasons are Vasant Rutu i.e. Spring (mid-March to mid-May), Grishma Rutu i.e. summer (Mid-May to Mid-July), Varsha and Sharad rutu i.e. Monsoon season (Mid July to Mid-September) Hemantha and Shishir rutu i.e. Winter season (mid-November to mid-March)

Ancient Indian doctors like Charaka and Shushutha suggested that cold and sweet foods should be the choice of people during summer as the strength and the digestive fire are weak. During spring heavy and cold food are avoided and pungent foods are preferred. Heavy, sour and oily foods are to be avoided as they are difficult to digest. Strong meat, spicy and hot food are banned as digestive system is considered to be weak during monsoon season. Eat moderately should be the motto of this month. During winter hot foods are considered to be the best. Dry fruits, sweets rich in fats, heavy foods are consumed as it is believed that the strength and the digestive fire are strongest in the winter.

4. Impact of Religions on Indian cuisine

Food has no religion. Different religion has its different food. According to Hinduism food is gift of Bramha-God and it should be treated with great respect and worship. Hinduism emphasizes on to be more careful and cautious while consuming food, because what people eat decides their physical wellbeing and mental health. Hindus do not prefer non-vegetarian food as they believe that slaughtering innocent animals for the stomach filling is bad karma. Hindus also avoid spicy food, onion and garlic in chaturmas, some bulbs and tubers.

There are few rituals which are followed while eating in older days. Food was never eaten standing, lying down. One had to sit down on the ground facing North direction or East and in silence. The eating plate (Food was served on banana leaf) was placed on the floor and a rangoli used to be drawn to prevent any insects coming near the plate. Small quantity (bite) were placed in fire as an offering and prayers offered to various deities. Portions of food was kept for Brahmins, few bites were laid outside for crows who were believed to be messengers of the departed souls. Prior to eating few drops of water used to be sprinkled on the tulsi leaf for purity. Exact positions were there for the food items.

On the similar lines were the the rituals of Buddhism and Jainism as these two important religions were derived from the Hindu connection of the vedic period. The basic structure of the food did not change, There few popular dishes of the buddhist era were Tilaudana (Rice cooked with Til), Shaskuli (Tilkut with rice flour and jaggery), Krasara (Rice cooked with milk). Mughals were great patrons of cooking. In the reigns of Jahangir and Shah Jahan, lavish dishes were prepared. Biryani the finest of the main dish in India was the own style of Nizams of Hyderabad and the Mughal rulers.

5. Impact of Festivals on Indian food

India is a land of festivals and celebrations, a country where different religions live together and enjoy celebrating festivals. A festival is a gala event a single common platform to express happiness, and wonderful tasty dishes make it more festive with special delicacies. Baishakhi-harvest festival in north India to express gratitude to mother earth to have good and desired crop. Sikh communities and Punjabis go to Gurudwara for prayers and at the end of prayers a specially made Kara prasad is distributed. Other delicacies are prepared throughout the country in the different states of the country. Makki ki roti, sarson ka saag, Pindi chana, Puri, Til gajak, Til laduu. Makar Sankranti- in Gujrat and Maharashtra, Lohri- In north India, Pongal-an important festival in South India which declares the end of winter and sun moving



to uttarayana(towards north). The first day known as Bhogi,second day is surya Pongal, third day is mattu Pongal and the fourth day is KaanumPongal.The relatives and friends are thanked for their support in harvest.Varioussdelicaies prepared are Lemon rice, puli Pongal, coconut rice, sweet Pongal, semiyapayassam, tilpoli,Gulachi poli, Bajra Khichadi, Til chikki, Gajak, Atte ki pinni, Pessarattu.

Mahashivratri- it falls in Falgun mas according to Hindu calendar. The occasion is celebrated by fasting and putting milk , curd, ghee on Shiv linga as abhishekh. Delicacies prepared during this festival are singhade ki roti, singhade ki kadhi, sabudana kheer, sabudana khichadi, sabudanawada, potato curry, raw banana wada. Holi and dhuliwandan- most popular festival in the country where the festival is celebrated with bonfire and playing with colours, pichkaris, rang and gulal.The delicacies prepared are puran poli, gujiyas,bhajis and pakoras, chaat, thandai, bhang,

Janmashtami-festival to celebrate the birth of Lord Shri Krishna.Gokulashtami and Kalashtami are two days celebrated. Food items loved by Lord Krishna is been prepared during festival like Kheer, Shrikhand, Pedha, Shigare puri, Murukku etc. Ganesh Chaturthi -Lord Ganeshasbirthday.This festival is celebrated all over the country but with maximum enthusiasm in Maharashtra. Modak, Karanji, Burfi, Ladoo, are the major delicacies prepared. Navratri- a festival of nine days worshipping various goddesses. It is celebrated in different stylres all over the country. Dandiya, Garbha is performed. Aloo Posto, Roshogolla, Mishthi doi, Chola dal are some of the delicacies prepared. Dussehra-Vijayadashmi a festival celebrated all over the country. Coconut rice, Panchamrut, Thayirsema are few delicacies prepared all over the the country.

Diwali- Festival of lights, crackers, sweets.This festival is celebrated for five days which comprises of Dhanteras, NarakChaturdasi, Laxmi Pujan, Balipratiprada, Bhajiduj, Shankarpare, laddu, karanji, chakali, Rasmalai, Halwa, Barfi are prepared. Christmas-Birthday of Jesus Christ celebrated on 25th December. Christamas cookie, cakes, bread. Fudge, fruit bars are few delicacies prepared during the festival.

Culinary tourism helps in preserving the Socio-cultural fabric of a destination, considering the various positive Impacts of Tourism as follows:

Food is a medium which acts as a vehicle, contributing to national integration, harmony and international understanding. Indian cuisine is popular globally and is very well accepted on the global palate, so much so that many countries have Indian dishes as the national dish of the country. For example, the National dish of UK is Chicken Tikka Masala. London is famous for its Street Chaats. Masala Dosa has been a top ranking dish on the Top 10 popular dishes of the world survey.

International Tourists can learn Indian cuisine and exchange Cultural ethics. This appreciation of Indian food helps in Cultural exchange and preservation of the authentic cuisine of the destination. This results in developing great pride in one's culture and heritage. Culinary tourism results in educative employment for employees in the Hospitality Industry, as they interact with tourists, acquire more exposure and knowledge and hone their culinary skills. The authenticity of Indian cuisine may get impacted negatively, when International cuisine influences the local population and the native cuisine gets altered in its style of preparation, taste and presentation. Over the years, the authenticity of the cuisine may be lost.

6. Ways to preserve Indian cuisine:

Food Festivals and Events: Organize Indian food festivals, culinary competitions, and cultural events that showcase the diversity of Indian cuisine. This will help to promote the cuisine which is not very famous for instance; food from north east India is not very popular /known as compare to North Indian, Rajasthani, Maharashtrian and south Indian.

Television shows: cooking shows hosted by renowned chefs will attract the young generation. The celebration of different festivals and special food associated to it should be showcase.



Documentation of lost recipes: it is very important to understand how Indian cuisine has evolved, what is the essence of Indian Food, how our ancestors have thought of using super foods at times when its qualities were unknown to most of. Digitalization of the lost recipe books, will help to preserve the cultural heritage which can be passed on to the newer generation. Books can be translated in different languages and uploaded on internet to benefit from knowledge .

Role of elders in preserving Indian culture and cuisine: The elders must invoke love for the Indian cuisine in the younger generations, the very beginning. Only then can we preserve our rich heritage. One way of invoking love for our heritage is by acquainting the young generation with our glorious past. This would help invoke a feeling of pride in them, and they would be inspired to continue the tradition and pass it on to the new generation. This needs a collective effort by the teachers as well as parents. Schools must teach students about Indian cuisine region wise and how it has survived for centuries. They must also share the importance of preserving it.

Establish culinary institutions; these institutions will give platform to budding chefs to learn our traditional cuisine along with new technology. Social Media broadcasting: Today's generation is more about social media influencers, the blogs and videos by well-known food connoisseurs, will make a great impact on boosting local, regional and unknown recipes. Uploading various videos, blogs on internet of our Parampara is the best way of preserving our family traditional dishes and the religious culture. Traditional Food Experiences: Encouraging various food establishments offering traditional dining experiences where tourists and locals can savor authentic Indian dishes prepared using traditional methods. Cultural Exchanges: By facilitating cultural exchange programs one can bring chefs, food enthusiasts, and culinary students from different countries to India to learn about its diverse culinary traditions.

Support Local Artisans: Use of traditional Indian cooking utensils, spices, and artisanal products in the culinary industry can preserve the authenticity of Indian cuisine thus empowering local artisan's livelihood. Culinary Diplomacy: Use Indian cuisine as a tool for cultural diplomacy by organizing food-related events, such as food fairs and diplomatic dinners, to foster cross-cultural understanding.

7. Culinary Promotion of Indian Cuisine

Indian cuisine is renowned for its rich flavors, vibrant colors, and diverse regional dishes. With its wide variety of ingredients, spices, and cooking techniques, Indian regional food has gained immense popularity globally. With a history spanning over thousand years, Indian food reflects the country's cultural diversity and regional variations. From aromatic spices to mouthwatering curries, Indian cuisine offers a culinary experience like no other.

In recent years, there has been a growing trend of promoting Indian cuisine on a global platform. The culinary promotion of Indian cuisine on a global scale is essential to showcase the rich diversity and cultural heritage associated with Indian regional food. By implementing strategies such as collaborations, cultural events, social media campaigns, and cooking classes, the flavors and techniques of Indian cuisine can be introduced to a wider audience. Through various

channels like food festivals, cooking shows, pop-up restaurants, and the influence of food bloggers, Indian cuisine continues to gain popularity, enriching the culinary landscape worldwide. Consistency, quality and authenticity are the key aspects for promoting Indian cuisines richness and diversity.

Indian cuisine has successfully made its way into the hearts and plates of people from various cultures. Indian cuisine has been experiencing a surge in the popularity worldwide, with Indian restaurants and



food trucks popping up in every corner of the globe. The vibrant use of spices and herbs, combined with a variety of cooking methods, has created a distinct taste that appeals to a wide audience. This increasing acceptance can be attributed to the delicious flavors, diverse vegetarian options, and the growing interest in plant-based diets. Additionally, Indian cuisine has also influenced global culinary trends, leading to fusion dishes that combine Indian flavors with other international cuisines. The ancient old Ayurveda-based approach, focus on health and nutrition, use of a wide variety of herbs and spices and global acceptance is the key to the increasing popularity of Indian cuisine. The combination of flavors, textures, and aromas in Indian dishes is truly a delight for the senses. The global acceptance of Indian cuisine can be attributed to its ability to blend traditional flavors with modern culinary trends. From the aromatic meat or vegetable based curries, fragrant biryanis, millet based breads to the wide array of flavorful desserts across the country, showcases the diverse world of Indian cuisine takes people on a gastronomic adventure like no other. Indulging in the vibrant flavors of India and such a meal experience is the real magic for the palate.

The distinct features of Indian cuisine resulting in its popularity can be attributed to the following factors:

1. A melting pot of flavors: The harmonious blends of spices, herbs and other aromatic ingredients create a symphony of flavors creating a unique and unforgettable taste experience. From the fiery heat of chillies to the subtle sweetness of cardamom, each spice adds unique flavor to the dish. From tangy flavors of South Indian cuisine to rich gravies of North Indian cuisine, Indian food offers a diverse range of taste experiences making it a sensory delight for food lovers worldwide.

Indian cuisine is renowned for its diverse range of flavors, spices, and ingredients, thus,

2. Vegetarian Options: With a significant emphasis on vegetarianism in Indian culture, Indian cuisine offers a plethora of delicious vegetarian options, catering to a wide range of dietary preferences which is appealing to the growing number of individuals adopting vegetarian or vegan lifestyles.

3. Regional diversity: A vast geographical expanse of India gives rise to a wide array of regional cuisines, each with its distinct flavors and cooking techniques. The use of unique spice blends, such as garam masala and curry powder, adds depth and complexity to Indian dishes. From the spicy seafood delicacies from coastal regions to the vegetarian delights from Gujarat, Maharashtra and Rajasthan and the hearty rich meat based dishes from Punjab, every region has its culinary specialties. Thus, exploring these culinary delicacies is like really embarking on a gastronomic journey through the country's diverse landscape.

4. Health Benefits: Indian cuisine is not only a treat for one's taste buds but also offers numerous health benefits. Many Indian ingredients, such as turmeric, cumin and ginger, are known for their medicinal properties. They have anti-inflammatory, antioxidants and digestive benefits. Additionally the emphasis on fresh and seasonal ingredients, whole grains and variety of fresh vegetables makes Indian food a wholesome and nutritious choice for health-conscious individuals.

5. Cultural Influence: The popularity of Indian culture, regional diversity, traditional eating habits, seasonal availability of ingredients region wise and the influence of Ayurveda, yoga and Bollywood films has also contributed to the increasing interest in Indian cuisine. Traditional Indian meals are often served on banana leaves or in copper utensils adding an element of authenticity to the meal experience. The concept of sharing food with loved ones, the use of hands for eating and the vibrant festival centered around food are all factors contributing to the significance of Indian cuisine.

6. Growing Interest in Health and Wellness: Indian cuisine incorporates various healthy ingredients like lentils, vegetables, and herbs, making it an attractive choice for health-conscious individuals. Ayurvedic principles, which emphasize balance and holistic well-being, are also reflected in many Indian dishes.



In conclusion, Indian cuisine has gained immense popularity worldwide due to its rich flavors, diverse offerings, and the talent of Indian chefs who have taken the culinary world by storm. With the increasing appreciation for global flavors and the growing interest in healthy dining options, it is no surprise that Indian cuisine continues to captivate taste buds across the globe.

From street food stalls to high-end restaurants, Indian dishes have become a global favorite. The global presence of Indian food across the globe are cited in the following examples. The United Kingdom boasts a significant presence of Indian cuisine, with countless Indian restaurants scattered throughout the country. The popularity of dishes like chicken tikka masala and butter chicken has made Indian food a staple choice among Britons. London, the capital city is home to numerous award-winning Indian restaurants such as Gymkhana and Dishoom, which attract both locals and tourists alike. Gymkhana known for its elegant ambiance and exquisite Indian cuisine has earned a Michelin star and is a favorite among food enthusiasts in London. Dishoom-a trendy Indian restaurant in London has become a sensation, attracting locals and tourists alike with its modern take on classic Indian dishes. Birmingham, known as the "Balti Triangle," houses a multitude of Indian eateries that serve authentic Punjabi and Kashmiri cuisine. The Bombay Bread Bar helmed by renowned chef Floyd Cardoz, a vibrant eatery, celebrates Indian street food and offers a unique dining experience. Indian food has found a place in the hearts (and stomachs) of Americans. The diverse flavors and regional specialties have contributed to its popularity.

New York City showcases a vast array of Indian restaurants, ranging from casual street food joints to fine dining establishments like "Junoon" with its upscale setting and innovative Indian fare. Chicago is known for its vibrant Indian community, offering an array of options for Indian cuisine, including vegetarian-friendly restaurants like Uru-Swati.

It has made its mark in the multicultural food scene of Australia, winning over the taste buds of Australians across the country. Melbourne city hosts an annual "Curry Festival" that celebrates the rich diversity of Indian cuisine, attracting thousands of visitors each year. From traditional curry houses to modern fusion restaurants, Sydney offers a plethora of Indian dining options catering to various tastes. Dubai's famous Indian restaurant 'Indego' led by Michelin-starred chef Vineet Bhatia, is a fine-dining restaurant that showcases the best of Indian flavors. Rang Mahal by Chef Atul Kochhar is one of the pioneers of modern Indian cuisine offering a fusion of traditional and contemporary dishes.

Indian chefs have made a significant impact on the global culinary stage, garnering recognition and acclaim for their innovative approach and mastery on Indian cuisine. Vikas Khanna, an internationally acclaimed Indian chef, has been a judge on Master Chef India, and has authored several successful cookbooks. He has also cooked for prominent personalities like the Obamas and has received prestigious awards for his culinary contributions. Gaggan Anand, an Indian-born chef based in Bangkok, is known for his progressive Indian cuisine at the eponymous restaurant 'Gaggan' which has consistently been ranked among the best in Asia and has received numerous accolades.

Indian cuisine is known for its rich flavors, aromatic spices, and diverse culinary traditions. With the growing popularity of Indian food worldwide, many Indian chefs and entrepreneurs have taken the initiative to showcase their culinary skills through pop-up food shows in foreign countries. These events not only provide a platform for promoting Indian cuisine but also allow people from different cultures to experience the authentic flavors of India.

Indian pop-up food shows abroad serve as ambassadors of Indian cuisine, introducing people from various backgrounds to the rich flavors and change and appreciation. Whether it's the London Curry Club in the bustling streets of London or Curry On Wheels in Sydney, these pop-up food shows have



successfully brought a taste of India to foreign shores.

The London Curry Club is a renowned pop-up food show that brings the vibrant flavors of Indian cuisine to the bustling streets of London led by Chef Rajesh, a master of Indian spices and curries. The London Curry Club offers a unique dining experience with a blend of traditional and contemporary dishes. The pop-up event features live cooking demonstrations, interactive workshops, and a wide array of delectable Indian street food options like Tandoori chicken skewers, Samosas with various fillings, Butter chicken naan wraps, Masala chai tea etc.

The Spice Route Festival, held annually in New York City, celebrates the diverse flavors of Indian cuisine through a series of pop-up food stalls. This event brings together renowned Indian chefs and local food enthusiasts, creating an exciting platform to explore the culinary heritage of India serving variety of mouth-watering dishes such as Biryani with fragrant basmati rice and succulent meat or vegetables, Spicy street-style chaat dishes like pani puri and dahi vada, traditional desserts like gulab jamun and jalebi. The Spice Route Festival also offers cultural performances, cooking competitions, and informative sessions on Indian spices and cooking techniques.

Bollywood Bites, a popular Indian pop-up food show in Los Angeles, has gained a loyal following for its innovative fusion of Indian flavors with a modern twist. Chef Sanjay showcases his culinary prowess by blending traditional Indian recipes with contemporary presentation and ingredients. Some notable dishes featured at Bollywood Bites include: Tandoori lamb sliders with mint chutney, Paneer tikka tacos with tangy salsa, Masala fries with a spicy twist etc. The vibrant atmosphere, coupled with the unique flavors, makes Bollywood Bites a must-visit for Indian food enthusiasts in Los Angeles. Curry on Wheels in Sydney is an Indian food pop-up store on wheels that travels around Sydney, Australia, bringing the authentic taste of Indian street food to different neighborhoods. This mobile food show offers an extensive menu of Indian favorites, including: Chicken tikka rolls with mint yogurt sauce, vegetable samosas with tangy tamarind chutney, Aromatic biryanis with fragrant spices and tender meat or vegetables etc. The convenience and novelty of Curry on Wheels have made it a hit among locals and tourists alike, providing a quick and flavorful Indian food experience on the go.

Culinary food promotion essentially means marketing and promotion of food related products, services or events. It involves various strategies and techniques to increase awareness, generating interest and driving sales or attendance in the culinary world. This includes promoting specific Indian regional cuisine, menus, restaurants, food festivals, cookery classes, food products, or any other culinary related services and products. Culinary food promotion utilizes advertising, social media, public relations, collaborations and various other marketing channels to reach and engage the target audience. The ultimate goal is to create a positive perception of the culinary world and encourage people to engage in the same.

7. Strategies for Culinary Promotion

To effectively promote Indian cuisine worldwide, one can consider several strategies that can be employed:

1. Collaborations and Exchanges: Encouraging collaborations between Indian and international chefs can lead to the fusion of flavors and techniques, creating unique culinary experiences. Similarly, culinary exchanges provide opportunities for chefs to showcase their skills and introduce Indian regional food to diverse audiences.
2. Cultural Festivals and Events: Organizing cultural festivals and events that celebrate Indian cuisine can attract food enthusiasts from all over the world. These platforms offer a chance to showcase the diverse regional dishes, highlighting their history and significance. Example of



such event is “The Great Indian Food Festival” which is an annual event that brings together renowned chefs from different regions of India to showcase their culinary expertise. The festival features cooking competitions, food stalls, and cultural performances, attracting both locals and tourists. MasterChef India a popular cooking reality show provides a platform for aspiring chefs to showcase their skills and creativity. Through various challenges, contestants prepare traditional Indian dishes, raising awareness and promoting Indian cuisine globally. Another example is Indian Food Pop-Up Restaurants featuring Indian regional food that are gaining popularity in major cities around the world. These temporary dining experiences allow people to savor authentic Indian flavors and explore the nuances of different regional cuisines. Also organizing Indian food festivals in various countries offer people a chance to savor authentic Indian dishes, providing exposure to the cuisine's diverse flavors.

3. Social Media Campaigns: Platforms like Instagram and Facebook have played a significant role in promoting Indian cuisine globally. Food bloggers and influencers often showcase appealing images and videos of Indian dishes, increasing their visibility and popularity. Their visually appealing content, recipe recommendations, and personal experiences help generate curiosity and enthusiasm among their followers. Thus, utilizing social media platforms allows for widespread promotion at a minimal cost. Engaging content, tantalizing food photography, and interactive videos can capture the attention of a global audience, generating interest in Indian cuisine. Utilize popular social media platforms such as Facebook, Instagram and Twitter to showcase visually of Indian food dishes.

4. Cooking Classes and Workshops: Many culinary schools and community centers now offer Indian cooking classes, allowing individuals to learn how to prepare popular Indian dishes at home. Offering cooking classes and workshops provides an opportunity for individuals to learn about Indian regional food firsthand. By teaching traditional recipes and cooking techniques, participants can gain a deeper understanding and appreciation for Indian cuisine.

5. Online recipe videos: Lot of celebrity Chefs like Sanjeev Kapoor, Ranveer Brar, Vikas Khanna etc. today are sharing recipe videos of popular regional Indian dishes. They are presented in a visually appealing way, easy to follow and sharable across various platforms. Interesting facts behind such dishes, cooking tips are also shared along with to engage the audience and promote the brand.

6. Celebrity Chefs: Renowned Indian chefs, such as Vikas Khanna and Sanjeev Kapoor, have gained international fame through their television shows and cookbooks, introducing Indian cuisine to worldwide audiences.

7. Food Photography: Chefs and culinary organizations are investing in high quality food photography to capture the vibrant colors and textures of Indian food dishes and uploaded on websites, social media platforms and promotional materials to entice the potential customers.

8. Community Engagement: Engage the local community or the cultural organizations to promote the Indian regional dishes. One can also sponsor or participate in cultural events and offer catering services for community gatherings or collaborate on initiatives that involve Indian cuisine.

9. Culinary Tourism: Promote culinary tourism by creating food trails, food-themed tours, and culinary experiences that allow tourists to explore and taste regional Indian cuisines.

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